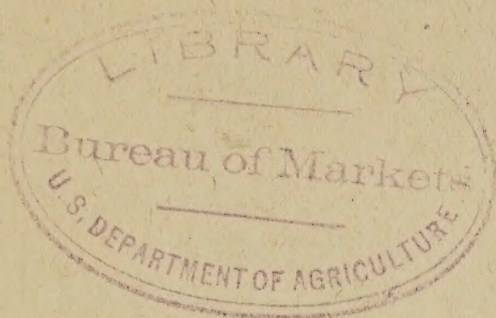


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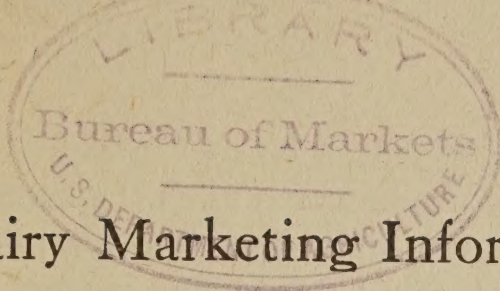
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Dairy Marketing Information

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Dairy Marketing Information

Market Information

is essential to intelligent marketing. Such information should include reliable facts on supply, demand, prices, and market conditions.

Market Conditions

for manufactured dairy products are influenced by national rather than strictly local conditions. Therefore, the national conditions should be determined and made known to the industry.

Market Reporting Agencies

are invaluable to producers, manufacturers, distributors, and consumers in ascertaining market conditions and giving publicity to market information. Most agencies operate chiefly as reporters of local market conditions. The Bureau of Markets compiles and issues market information of dairy products, both for the country as a whole and for the larger and more important markets.

Bureau of Markets News Service

on dairy products contains the essential fundamental data and information on supply, demand, prices, and market conditions. It includes reports on production, storage movement, storage stocks, exports, also receipts, current trading stocks, prices, and market conditions in certain markets, at which branch offices are located, and such information on foreign markets as is available.

Branch Offices

connected by leased telegraph wires with the Washington, D. C., office, have been established at Boston, New York, Philadelphia, Chicago, Fond du Lac, Minneapolis, San Francisco, and Portland.

Daily and Weekly, also Monthly, Market Reports

are issued from the branch offices and the Washington office containing statistical information on supply, demand, prices, and market conditions. Included among the reports are the following:

1. Daily and weekly butter market reports.

2. Daily and weekly cheese market reports.
3. Daily egg and dressed-poultry market reports.
4. Monthly reports of storage stocks.
5. Monthly reports of production.
6. Weekly reports of exports.
7. Monthly report of condensed-milk stocks.
8. Monthly report of condensed-milk prices.
9. Monthly report of fluid-milk prices.

The Daily and Weekly Butter Market Reports

contain reports of the receipts, storage movement, and storage stocks, also current trading stocks, prices, and market conditions, in the more important markets at which branch offices are located.

The Daily and Weekly Cheese Market Reports

contain reports of receipts, storage movement, and storage stocks daily, and reports weekly of current trading stocks in Wisconsin primary and wholesale distributing markets, weekly reports of receipts in primary markets from fac-

tories, and daily reports of prices and market conditions in primary and distributing markets.

Daily Egg and Poultry Market Reports contain reports of receipts and storage movement of eggs and dressed poultry and current trading stocks of eggs in the larger and more important distributing markets at which branch offices are located.

Monthly Reports of Storage Stocks contain detail information by geographical sections of the stocks of butter, eggs, and cheese of various classes in storage on the first day of each month, the in-and-out movement during the month, and during certain months semimonthly reports are issued.

Monthly Reports of Production are issued as preliminary, supplementary, and final reports. These reports give the amounts of creamery, whey, and process butter manufactured, the amounts of American cheese, condensed and evaporated milk, and oleomargarine manufactured monthly in the United States.

Weekly Reports of Exports

are issued at the branch offices and the Washington office giving the amounts of butter, cheese, eggs, condensed, and evaporated milk exported from the ports of Boston, New York, Philadelphia, San Francisco, and Portland.

Monthly Reports of Condensed Milk Stocks

are compiled and are available for distribution to those making special request for them. These reports give the amount of unsold stocks, unfilled orders, and total stocks in possession of condenseries and in warehouses.

Monthly Reports of Condensed Milk Prices

contain reports of prices paid for milk to producers by factories, by sections, and the selling prices of condensed and evaporated milk of various grades and in different sized containers f. o. b. factory.

Monthly Reports of Fluid Milk Prices

contain prices paid to producers and wholesale and retail prices of milk,

cream, and certain milk products in over 100 milk markets in the United States.

Special Investigations and Surveys

of dairy marketing problems are made by the Bureau of Markets, the results of which are published when warranted or are filed for future use in answering inquiries or for other purposes. The following publications have been issued as the result of such investigations and are obtainable from the Division of Publications of the Department of Agriculture upon request.

1. Marketing Creamery Butter. (Department Bulletin 456.)
2. A Study of the Quality and Price of Creamery Butter. (Department Bulletin 682.)
3. Marketing Practices of Wisconsin and Minnesota Creameries. (Department Bulletin 690.)
4. Accounting Records for Country Creameries. (Department Bulletin 559.)
5. Suggestions for the Manufacture and Marketing of Creamery Butter in the South. (Secretary Circular 66.)

6. Suggestions for the Marketing of Cottage Cheese. (Department Circular 1.)
7. Errors in the Weight of Print Butter—Their Causes and Prevention. (Secretary Circular 95.)
8. The Market Milk Business of Detroit, Michigan, in 1915. (Department Bulletin 639.)
9. A Federated Cooperative Cheese Manufacturing and Marketing Association. (Year Book Separate 699.)
10. The Inspection of Butter Under the Food Products. (S. R. A. Markets 51.)
11. Cooperative Marketing: Where? When? How? (Year Book Separate 738.)
12. Marketing Butter and Cheese by Parcel Post. (Department Bulletin 930.)

Other Information and Service

in solving problems of dairy marketing is furnished by the Bureau of Markets in response to requests received. These

include such problems as management of milk plants, methods of marketing, marketing practices, improvement of marketing conditions, and others of a practical character.

For further particulars regarding dairy marketing information obtainable from the Bureau of Markets, write to or request it from the Department of Agriculture, Washington, D, C.



